

# TOGETHER

## Transforming Recycling For Good

**2018 Missouri Recycling Association Annual Conference**

Rob Taylor

Technical Assistance Specialist





**Each day we work together with communities and companies to help families in America recycle, and recycle well.**



## How?

Increase access to recycling

Increase capture of recyclables

Improve quality of recyclables

# Our Working Model

INFRASTRUCTURE  
and SERVICE



PROGRAM ASSISTANCE



TOOLS and  
DATA



SYSTEM SOLUTIONS





# We Work Hand in Hand with Communities and Companies

IMPROVING RECYCLING FOR:  
THE ENVIRONMENT THE ECONOMY AND THRIVING COMMUNITIES



## INFRASTRUCTURE and OPERATIONS

500K New Curbside  
Carts



## SYSTEM CHANGE and BEHAVIOR CHANGE

40 Funders,  
700+ Communities



## MEASURABLE CHANGE

\$33M  
Investment,  
Data



# THE RECYCLING PARTNERSHIP

Together, transforming recycling for good.

 Alcoa Foundation

 amcor

 APR

 CARTON COUNCIL

 Dow

 HEINEKEN

INTERNATIONAL  PAPER

 Kimberly-Clark

 Novelis

 100% RECYCLED

 P&G  
Procter & Gamble

 Starbucks

 TRI-ARROWS ALUMINUM INC.

 WestRock

 3M

 American Forest & Paper Association

 Consumer Technology Association

 DANONE  
DANONE P.WAVE

 PLASTICS  
INDUSTRY ASSOCIATION

 WM  
WASTE MANAGEMENT

 Berry

 DART

 FPI  
FEDERAL PROCESSING INSTITUTE

 IBWA  
INTERNATIONAL BOTTLED WATER ASSOCIATION

 RWIP  
RECYCLING WORKS IN PUBLISHING

 sappi

 SONOCO

 EPA  
United States Environmental Protection Agency

Roy A Hunt Foundation  




THE RECYCLING PARTNERSHIP

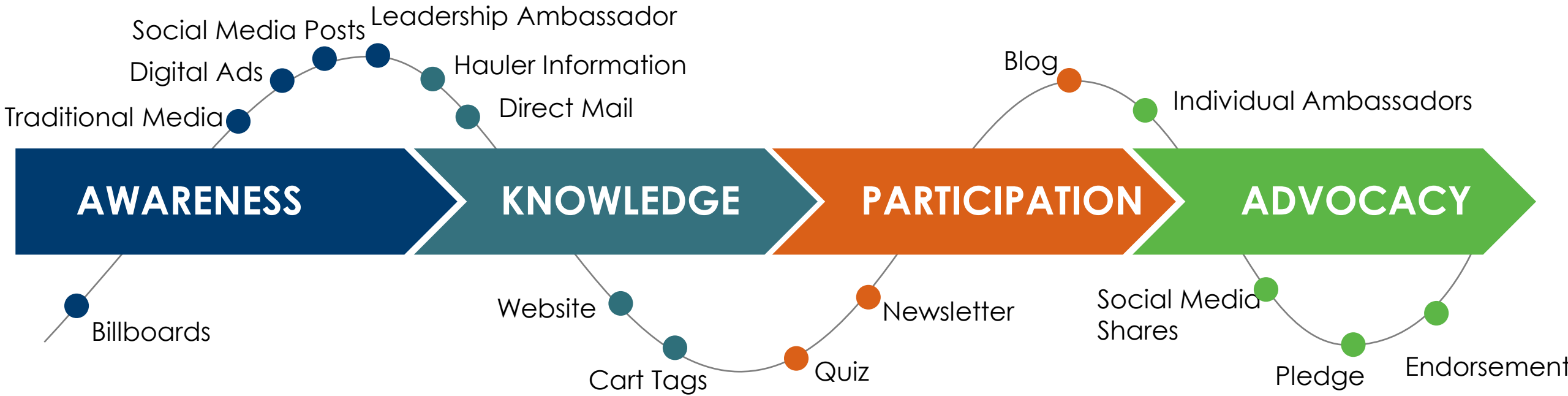
# APPROACH TO MESSAGING





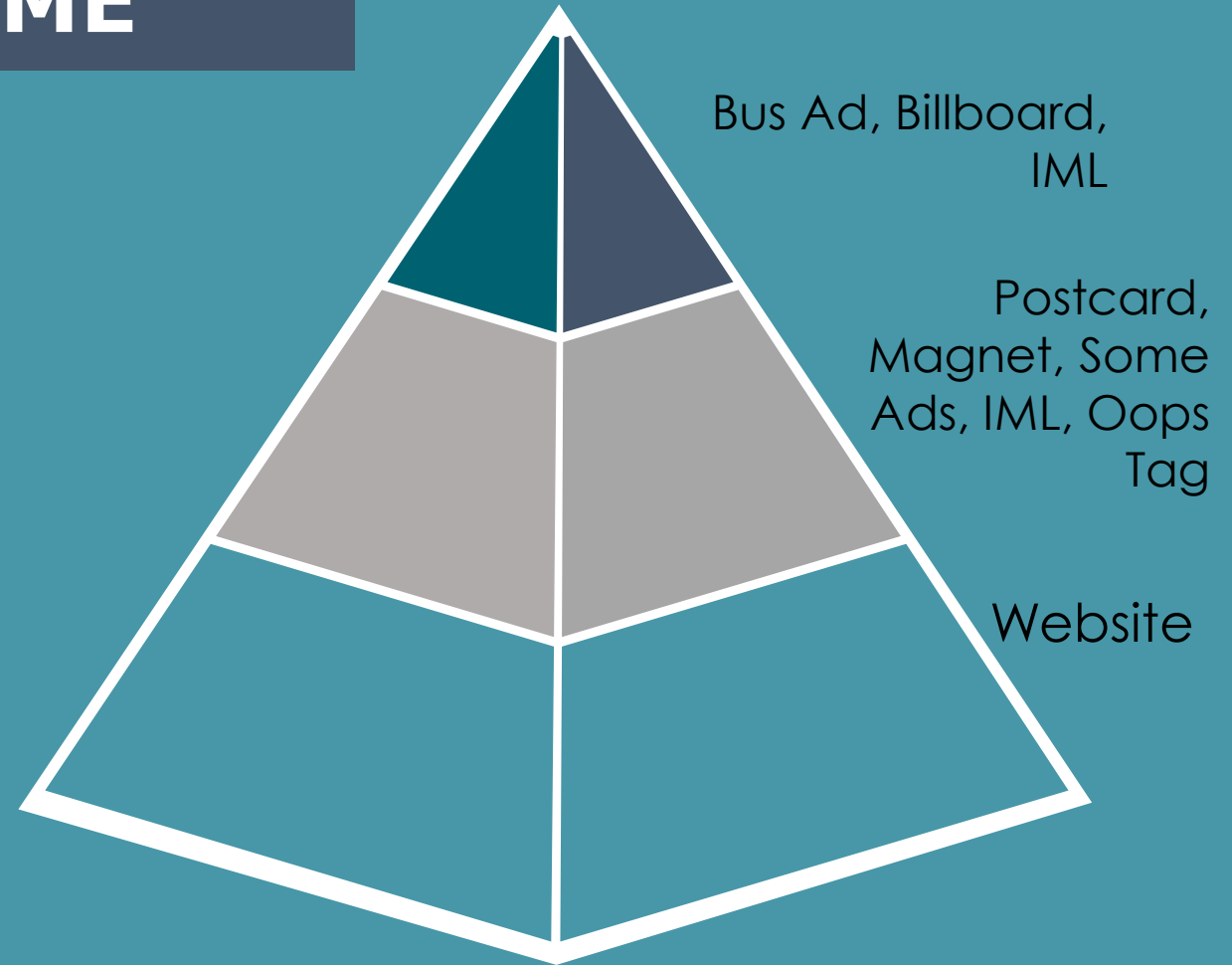
# FREE TOOLS to Grow Awareness Through Integrated Messaging

To make the most of limited communications, coordinate and integrate messaging



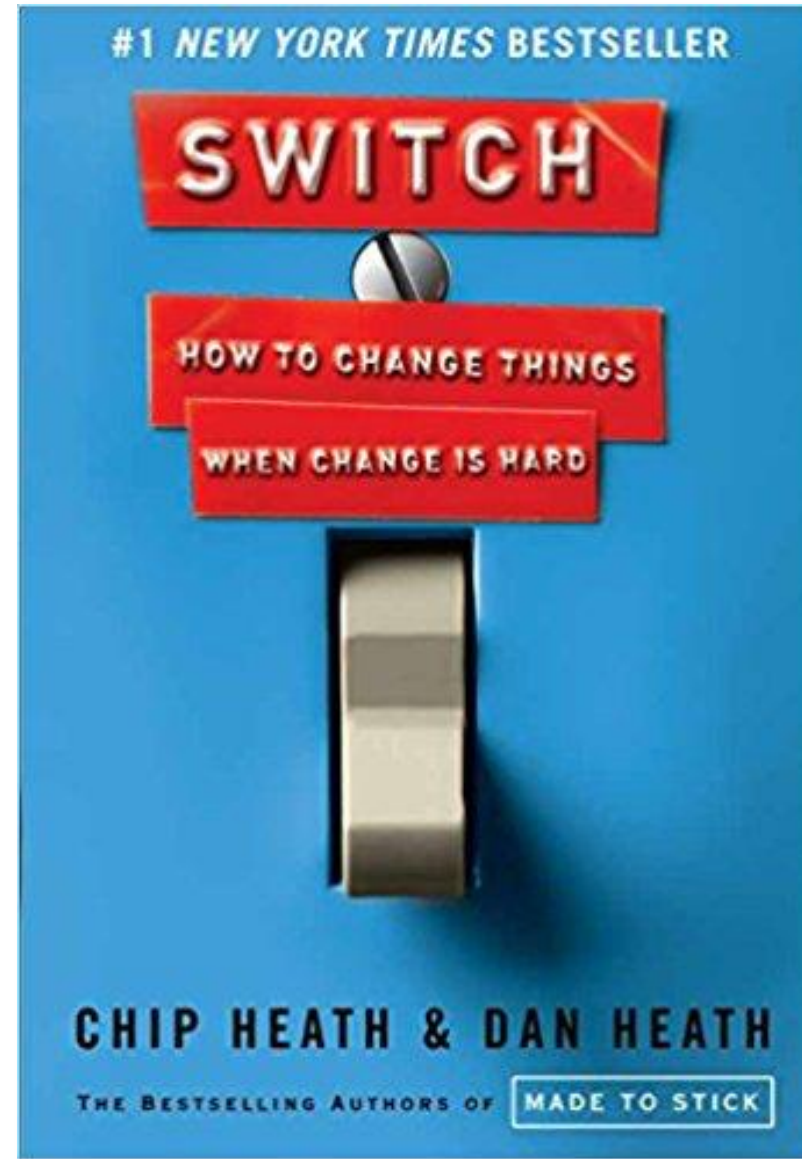
# COMMUNICATING THE RIGHT THING AT THE RIGHT TIME

AWARENESS	1	TOP YES/NO
UNDERSTANDING	5	THE “ADDITIONAL”
	50	QUESTIONS & DETAILS





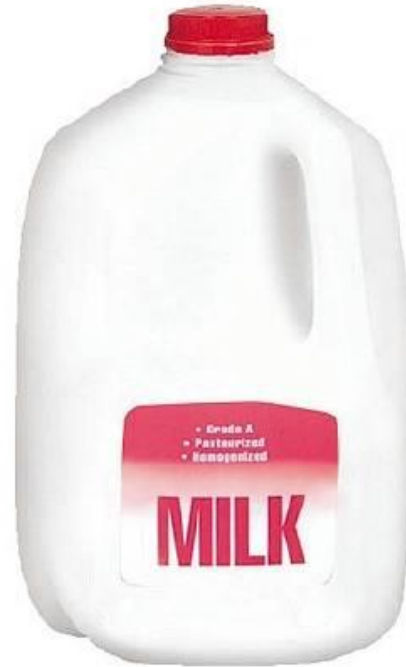
CAPITILZE ON RESEARCH  
OUTSIDE OUR INDUSTRY:  
RESOURCE AND CASE  
STUDIES ON BEHAVIOR  
CHANGE:



# Eat a healthier diet



# Purchase 1% Milk



Keep it simple

Don't contaminate

Recycle Smart



# TESTING THE APPROACH





# PROVIDE CRYSTAL CLEAR MESSAGE

Don't bag your recyclables

Recycle your cans

# PROVIDE CRYSTAL CLEAR MESSAGE



BEFORE

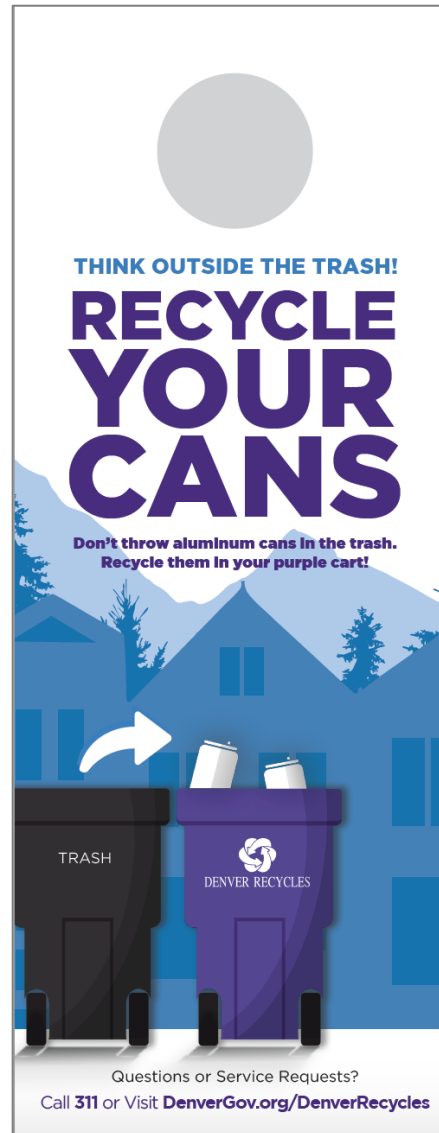


AFTER



# PROVIDE CRYSTAL CLEAR MESSAGE

↑ 25%



“What looks like resistance  
is often lack of clarity”  
-Switch

Communicating about what  
belong in the bin  
(and what doesn't)



# WORK WITH MRF: WHAT'S ACCEPTED AND WHAT'S NOT

THE RECYCLING PARTNERSHIP

recyclepartnership.org

### ACCEPTABLE MATERIALS WORKSHEET

MRF: \_\_\_\_\_

CITY: \_\_\_\_\_

Please go through each item on the list and check whether the item is used to get the local governments and the MRF on the same page. If answering the phone or driving the collection vehicle to better inform building educational materials that are consistent throughout the community.

You will see two categories under the "Do Not Accept" column. Here **Not Dangerous** item is not sent to a market for recycling, but does **Dangerous** item can shut down or damage equipment, harm employees.

#### PAPER PRODUCT

	ACCEPT	NOT DANGEROUS
QCC:	<input type="checkbox"/>	<input type="checkbox"/>
Pizza Boxes	<input type="checkbox"/>	<input type="checkbox"/>
Newspaper	<input type="checkbox"/>	<input type="checkbox"/>
Magazines	<input type="checkbox"/>	<input type="checkbox"/>
Hard Cover Books	<input type="checkbox"/>	<input type="checkbox"/>
Paperback Books	<input type="checkbox"/>	<input type="checkbox"/>
Office Paper	<input type="checkbox"/>	<input type="checkbox"/>
Junk Mail	<input type="checkbox"/>	<input type="checkbox"/>
Cartons (gable top containers like milk, orange juice, etc)	<input type="checkbox"/>	<input type="checkbox"/>
Shredded Paper	<input type="checkbox"/>	<input type="checkbox"/>
Directions on how to Prepare		
Round Can (fiber body, metal bottom)	<input type="checkbox"/>	<input type="checkbox"/>
Cold Cans (e.g. paper fountain drink cup)	<input type="checkbox"/>	<input type="checkbox"/>
Hot Cans (e.g. coffee cup)	<input type="checkbox"/>	<input type="checkbox"/>
Take-out Containers	<input type="checkbox"/>	<input type="checkbox"/>
Paperboard Boxes	<input type="checkbox"/>	<input type="checkbox"/>
Kraft Bags	<input type="checkbox"/>	<input type="checkbox"/>
Tissue Paper	<input type="checkbox"/>	<input type="checkbox"/>
Ice Cream Container	<input type="checkbox"/>	<input type="checkbox"/>
Other:	<input type="checkbox"/>	<input type="checkbox"/>

#### GLASS PRODUCT

	ACCEPT	NOT DANGEROUS
Bottles and Jars	<input type="checkbox"/>	<input type="checkbox"/>
Window	<input type="checkbox"/>	<input type="checkbox"/>
Mugs	<input type="checkbox"/>	<input type="checkbox"/>
Drinking Glass	<input type="checkbox"/>	<input type="checkbox"/>
Other:	<input type="checkbox"/>	<input type="checkbox"/>

#### ALUMINUM PRODUCT

	ACCEPT	NOT DANGEROUS
Can	<input type="checkbox"/>	<input type="checkbox"/>
Foil or Foil like container (e.g. aluminum trays)	<input type="checkbox"/>	<input type="checkbox"/>
Other aluminum containers	<input type="checkbox"/>	<input type="checkbox"/>
Aerosol	<input type="checkbox"/>	<input type="checkbox"/>
Other:	<input type="checkbox"/>	<input type="checkbox"/>

#### STEEL PRODUCT

	ACCEPT	NOT DANGEROUS
Can	<input type="checkbox"/>	<input type="checkbox"/>
Aerosol	<input type="checkbox"/>	<input type="checkbox"/>
Pots and pans	<input type="checkbox"/>	<input type="checkbox"/>
Scrap metal	<input type="checkbox"/>	<input type="checkbox"/>
Directions on how to Prepare		
Other:	<input type="checkbox"/>	<input type="checkbox"/>

#### How do you educate what plastic is accepted:

- ☐ By object shape and/or size. (e.g. bottles - neck smaller)
- ☐ By resin type #1-7
- ☐ By resin type #1 and #2
- ☐ By resin type #1, 2, 3, 4, and 5
- ☐ Other:

#### ACCEPTABLE MATERIALS

##### PLASTIC PRODUCT

	ACCEPT	NOT DANGEROUS
Bulky plastic (e.g. crates)	<input type="checkbox"/>	<input type="checkbox"/>
Exclusions, size or preparation requirements		
Buckets (any size)	<input type="checkbox"/>	<input type="checkbox"/>
Exclusions, size or preparation requirements		
Tops	<input type="checkbox"/>	<input type="checkbox"/>
Size or preparation requirements		
Flower Pots	<input type="checkbox"/>	<input type="checkbox"/>
Exclusions, size or preparation requirements		
Bags, wraps, film (bag in bag)	<input type="checkbox"/>	<input type="checkbox"/>
Plastic bags (loose or bag in bag)	<input type="checkbox"/>	<input type="checkbox"/>
EPS Foam Blocks & Shapes	<input type="checkbox"/>	<input type="checkbox"/>
EPS Foam food Service & Other containers	<input type="checkbox"/>	<input type="checkbox"/>
Plastic Size Requirements?		
Other Preparation Requirements?		

#### ACCEPTABLE MATERIALS

##### PLASTIC PRODUCT

	ACCEPT	NOT DANGEROUS
PET Bottles & Jars	<input type="checkbox"/>	<input type="checkbox"/>
Non-bottle PET Containers & Lids (e.g. Clear plastic fast food cups)	<input type="checkbox"/>	<input type="checkbox"/>
PET thermoform (e.g. fruit container)	<input type="checkbox"/>	<input type="checkbox"/>
HDPE Bottles & Jars	<input type="checkbox"/>	<input type="checkbox"/>
Non-bottle HDPE Containers & Lids	<input type="checkbox"/>	<input type="checkbox"/>
PP Bottles	<input type="checkbox"/>	<input type="checkbox"/>
PP Containers & Lids	<input type="checkbox"/>	<input type="checkbox"/>
Other Drink Bottles (e.g. juice in #7)	<input type="checkbox"/>	<input type="checkbox"/>
Other Food bottles & Jars (e.g. items in #3,4,6 or 7)	<input type="checkbox"/>	<input type="checkbox"/>
Other Household bottles & Jars (e.g. #3 shampoo bottle)	<input type="checkbox"/>	<input type="checkbox"/>
Other Tubs & Lids (e.g. tubs that are #3,4,6,or 7)	<input type="checkbox"/>	<input type="checkbox"/>
Produce, Deli & Bakery Containers, cups, trays	<input type="checkbox"/>	<input type="checkbox"/>
Exclusions, size or preparation requirements		
Other containers & Packaging (i.e. baskets, molded packaging, food storage containers)	<input type="checkbox"/>	<input type="checkbox"/>
Exclusions, size or preparation requirements		

#### PROHIBITIVE ITEMS

If you could only tell citizens 5 things not to put at the curb -

Rank the top five (5) unacceptable items that are causing the most problems in your facility. i.e. Degrade other commodities significantly, causes damage to MRF equipment, dangerous to staff, etc. Please rank with numbers "1" through "5". Put a "1" in the box of the worst contaminant. Only rank the top five and leave everything else blank.

PROHIBITIVE ITEMS	TOP 5
Plastic Bags	
Shredded Paper	
Propane Tanks	
Aerosol Cans	
EPS Foam (block and/or food service containers)	
Yard Waste	
Food Waste	
Bulky Plastics	
Wire, hose, cords, rope, chains	
Scrap metal	
Pots and Pans	
White Goods	
Textiles/clothes	
Flexible Packaging	
Motor oil containers	
Glass	
Fluorescent Bulbs	
Plastic toys	
Plastic furniture	
Electronics	
Cartons	
Ink/printer cartridges	
General hazardous waste	
Needles	
Pet food bags	
Mercury containing objects	
Dishes	
Wood	
Other	
Other	

# KEEP IT SIMPLE

Consistent, simple messaging works best.

## ALUMINUM

- Aerosol
- Can
- Foil or Foil-like Container
- Other Aluminum Containers

## CARTONS

## PAPER

- Cold Cups
- Hard Cover Books
- Hot Cups
- Ice Cream Container
- Junk Mail
- Kraft Bags
- Magazines
- Newspaper
- OCC
- Office Paper
- Paperback Books
- Paperboard Boxes
- Pizza Boxes
- Shredded Paper

## GLASS

- Bottles and Jars
- Drinking Glass
- Mugs
- Window

## PLASTIC

- Buckets
- Bulky Plastic
- EPS Foam
- Flower Pots
- HDPE Bottles & Jars
- Non-bottle HDPE Containers & Lids
- Non-bottle PET Containers & Lids
- Other Containers & Packaging
- Other Drink Bottles
- Other Food Bottles & Jars
- Other Household Bottles & Jars
- Other Tubs & Lids
- PET Bottles & Jars
- PET Thermoform
- PP Bottles
- PP Containers & Lids
- Produce, Deli & Bakery Containers, Cups, Trays

## STEEL

- Aerosol
- Can
- Pots and Pans
- Scrap Metal



**Cans**



**Aluminum and Steel Cans**

empty and rinse



**Cartons**



**Food and Beverage Cartons**

empty and replace cap



**Glass**



**Bottles and Jars**

empty and rinse



**Paper**



**Mixed Paper, Newspaper, Magazines, and Flattened Cardboard**



**Plastic**



**Kitchen, Laundry, Bath: Bottles and Containers**

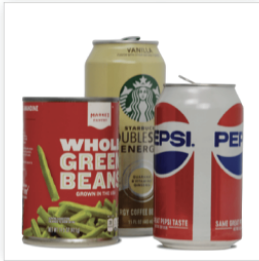
empty and replace cap

# RECYCLE

THANK YOU FOR RECYCLING THESE:



**Cans**



**Aluminum and Steel Cans**

empty and rinse



**Cartons**



**Food and Beverage Cartons**

empty and replace cap



**Glass**



**Bottles and Jars**

empty and rinse



**Paper**



**Mixed Paper, Newspaper, Magazines, and Flattened Cardboard**



**Plastic**



**Kitchen, Laundry, Bath: Bottles and Containers**

empty and replace cap

**NO!**



Do not Bag Recyclables  
(no garbage)



No Plastic Bags  
or Plastic Wrap



No Tangles,  
Cords, Hoses  
or Chains



No Flammables,  
Fuel Tanks or Batteries



No Food or Liquid  
(empty all containers)

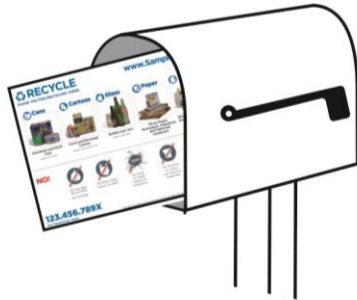
**123-456-7890**  
City, State

**123recycling.com**

# A recipe for communicating about curbside recycling

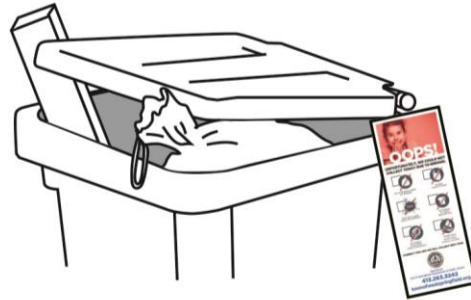
# THREE COMMUNICATIONS TO DRIVE PARTICIPATION AND IMPROVE QUALITY

## 1 INFORM AND TRIGGER



Annual Info Card Mailer

## 2 PERSONALIZED FEEDBACK



Curbside Feedback

## 3 ISSUE SPECIFIC COMMUNICATIONS



Top Issue Mailer



Top Issue Signage





# City of Atlanta



# Campaign Execution:

**RECYCLE**

**Glass**

**Bottles and Jars\***  
empty and rinse

**Metal**

**Aluminum and Steel Cans**  
empty and rinse

**Paper**

**Cartons, Mixed Paper, Newspaper and Magazines**  
flattened cardboard

**Plastic**

**Bottles and Containers**  
empty and replace cap

**NO!**

**Do Not Bag Recyclables**  
no garbage

**No Plastic Bags\***  
return to retail

**No Electronics\***

**No Tangles, Cords, Hoses or Chains**

**No Tanks\***

**FOR MORE INFO**  
[www.atlantaga.gov/recycling](http://www.atlantaga.gov/recycling)

\*Also consider recycling at CHaRM Center.

Containers should be placed on curb by 7 p.m. the previous day and removed (from the curb) by 7 p.m. on collection day.

General Info

**OOPS!**

PLEASE LEAVE THESE ITEMS OUT!

No Bag Recyclables (no go bags)

No Plastic Bags (return to retail)

No Food or Liquid (empty all containers)

No Electronics (drop-off only)

No Tangles, Cords, Hoses or Chains

No Tanks, Wood, Plastic Furniture or Metal

**CORRECT THIS AND WE WILL COLLECT NEXT TIME.**

**ATL 311** is for service related questions and concerns. Call 311 or go online at [ATL311.com](http://ATL311.com).

[www.atlantaga.gov/recycling](http://www.atlantaga.gov/recycling)

Direct Engagement

**Join your neighbors in RECYCLING!**

**Step 1** Fill your blue cart with bottles, cans, and cardboard.

**Step 2** Roll out and place blue cart next to garbage on collection day.

**CARTLANTA**  
recycling, get into it.

Questions? Need a cart?  
[www.atlantaga.gov/recycling](http://www.atlantaga.gov/recycling)  
or call 311.

Contaminant Specific



**NO PLASTIC BAGS IN THE CART**

**DO NOT BAG Recyclables**

Loose and clean recyclables only

RETURN bags and other plastic wrap to retail or CHaRM.

[www.atlantaga.gov/recycling](http://www.atlantaga.gov/recycling)

Supporting Campaign

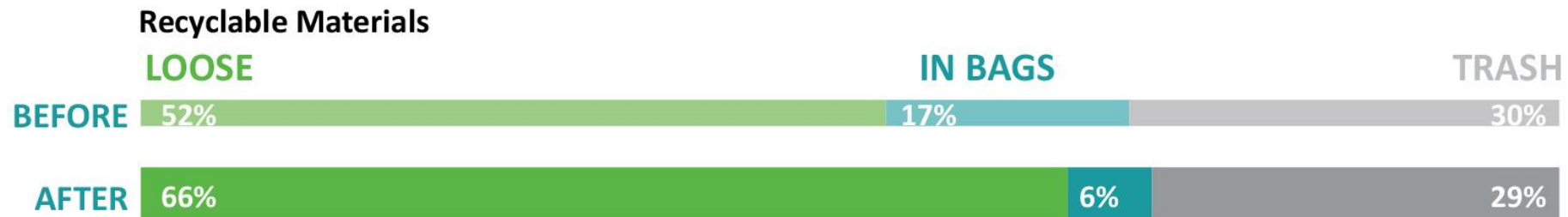




# ATLANTA - CAPTURE RATES

Before and After Data 2017 Pilot Areas

**OVERALL CAPTURE RATE** increased from **52%** to **66%**



# ATLANTA - CAPTURE RATES

Before and After Data 2017 Pilot Areas - Single-Family - Curbside Service

## OVERALL CAPTURE RATE

- Capture increased from **52%** to **66%**



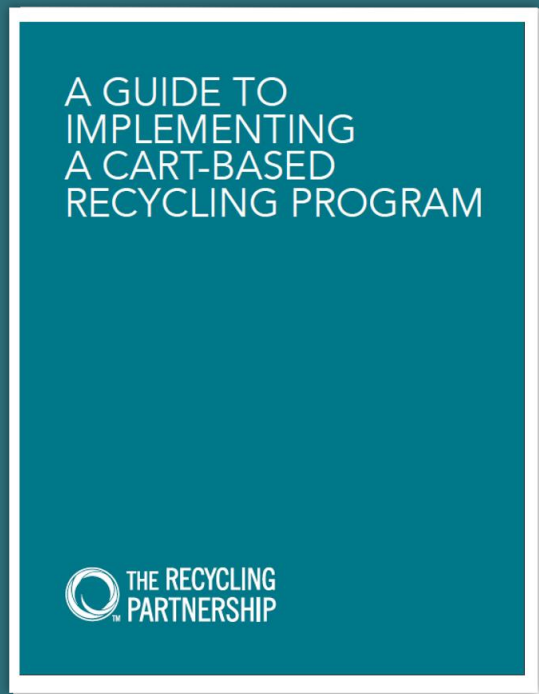


## Key Outcomes - Atlanta

- ✓ Overall Capture rate increased **27%**
- ✓ Overall Contamination decreased **57%**
- ✓ Overall Bagged Recyclables decreased **62%**

# Tools for recycling with carts

1. CARTS GUIDE
2. GRANTS
3. FREE ART FILES UPON REQUEST (POSTCARDS, ADS, ETC.)



# Tools for Contamination

1. ANTI-CONTAMINATION KIT WITH FREE CUSTOMIZABLE FILES
2. IMAGES, ICONS, MAGNETS, SOCIAL MEDIA KIT
3. MORE TO COME!





# Let's customize your campaign materials

Answer five questions to customize your FREE campaign materials to help tackle your top recycling issues. It's like magic, but more practical and effective.

LET'S GO



# We'll be customizing the following three pieces.

TOP ISSUE MAILER



OOPS TAG



ANNUAL INFO CARD



Before we begin, make sure your accepted materials and top contaminants match your MRF's. Our [MRF Survey](#) will help you get on the same page as your hauler, which will lead to a more effective campaign.

[CONTINUE](#)



# First: Review Acceptable Materials with MRF

ACCEPTABLE MATERIALS

MRF:

CITY:

Please go to the MRF and use the materials listed below to answer the questions on the back of this form. Do not put any materials in the building that are not on this list.

You will be notified if you have put in materials that are not on this list.

Not Dangerous

Dangerous

PAPER PRODUCTS

OCC

Pizza Boxes

Newspaper

Magazines

Hard Cover Books

Paperback Books

Office Paper

Junk Mail

Cartons (gable top containers like milk, orange juice, etc)

Shredded Paper

Directions on how to Prepare

Round Can (fiber body, metal bottom)

Ice Cream Container

Other:

PAPER PRODUCT

ACCEPT

DO NOT ACCEPT

DO NOT WANT ON LIST BUT ACCEPT

NOT DANGEROUS

DANGEROUS

OCC	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pizza Boxes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Newspaper	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Magazines	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hard Cover Books	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Paperback Books	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Office Paper	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Junk Mail	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cartons (gable top containers like milk, orange juice, etc)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Shredded Paper	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Directions on how to Prepare				
Round Can (fiber body, metal bottom)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ice Cream Container	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

# Enter Program Information

Provide contact information that should appear on your campaign materials.

Department Name (as it should appear on your campaign material)

Example City Public Works

Phone Number (as it should appear on your campaign material)

555-555-555

Website URL (as it should appear on your campaign material)

www.examplecityrecycling.com

Return Address (as it should appear on your campaign material) \*

123 Main St.

Example City

Missouri

24533

Upload Your Department's Logo

Choose File no file selected

Accepted file types: jpg, gif, png.

For best results, upload a high-resolution file.

[Save and Continue Later](#)

NEXT

# Select Biggest Contaminant

What is the most important message your residents need to hear regarding what NOT to put in their recycling cart? (In other words, what is your top contaminant?) Your answer here will determine the focus of your Top Issue Postcard and will be featured on the back of your Oops Tag.





## Select 4 additional contaminants

You've already selected Do Not Bag Recyclables as your top contaminant. Please choose four more non-accepted materials to round out your info card and oops tag. (Note: Do NOT select Do Not Bag Recyclables again.)

- ☐ Do Not Bag Recyclables
- ☒ No Plastic Bags or Plastic Wrap
- ☐ No Needles
- ☒ No Tangles, Cords, Hoses, or Chains
- ☐ No Flammables, Fuel, or Batteries
- ☐ No Bulky Items
- ☐ No Glass
- ☐ No Yard Waste
- ☒ No Food or Liquid
- ☐ No Foam
- ☒ No Clothing or Linens

Selections will display as "NO" icons on the Oops Tag and Annual Info Card.

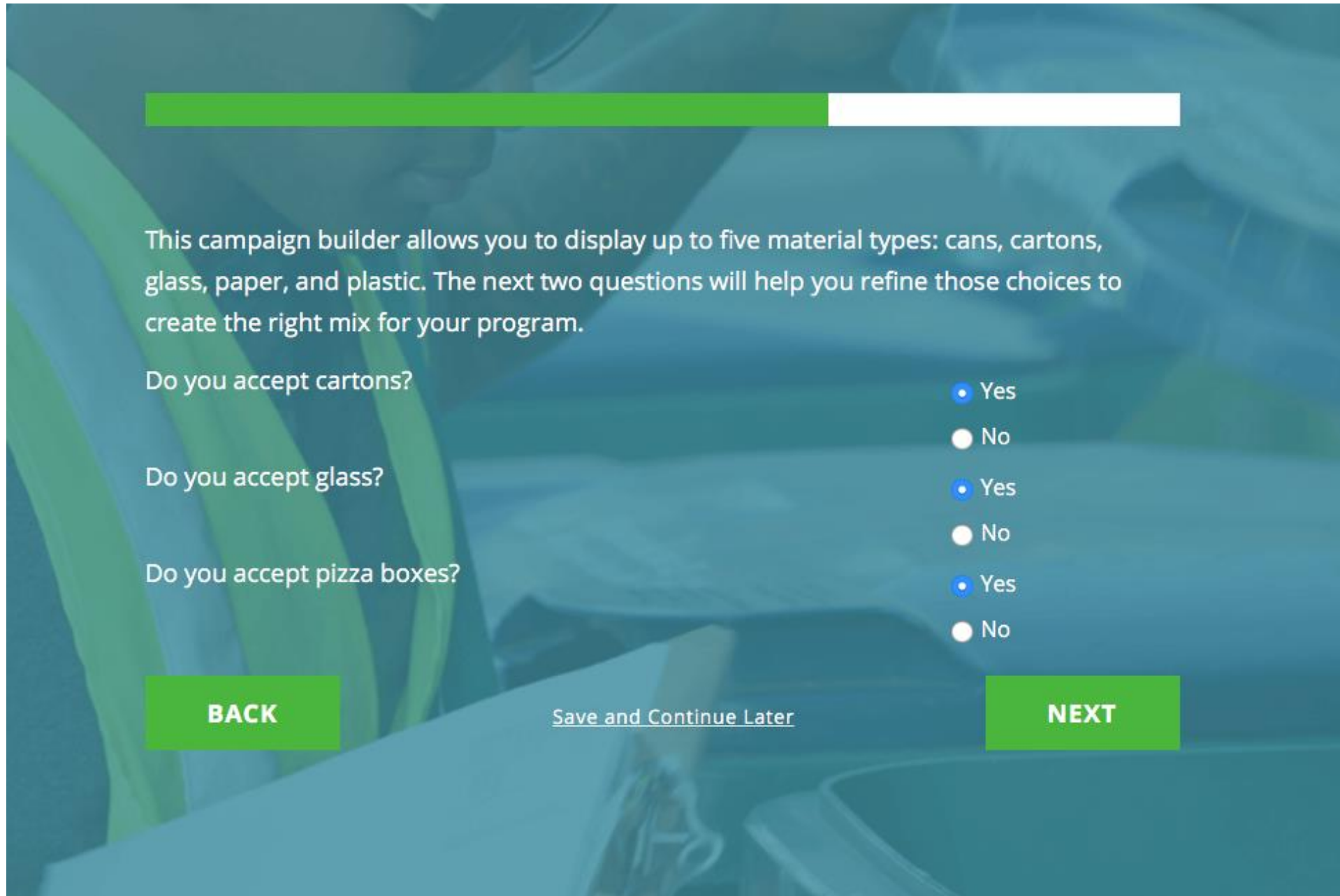


BACK

[Save and Continue Later](#)

NEXT

## A few additional key pieces of info

The screenshot shows a web-based campaign builder interface. At the top, there is a progress bar with a green segment on the left and a white segment on the right. The background is a blue-tinted image of recycling materials, including cardboard boxes and plastic bottles. The main content area contains a paragraph of text, three questions with radio button options, and three navigation buttons at the bottom.

This campaign builder allows you to display up to five material types: cans, cartons, glass, paper, and plastic. The next two questions will help you refine those choices to create the right mix for your program.

Do you accept cartons?

☒ Yes  
☐ No

Do you accept glass?

☒ Yes  
☐ No

Do you accept pizza boxes?

☒ Yes  
☐ No

**BACK** [Save and Continue Later](#) **NEXT**

## One last bit of information to graphically represent plastics



Check the statement that applies to your program.

- ☐ We accept plastic bottles.
- ☒ We accept plastic bottles and tubs.
- ☐ We accept plastic bottles, tubs, and bulky rigids.

**BACK**

[Save and Continue Later](#)

**NEXT**



Select your print  
ready files!

# Click below to download your customized files.

**After downloading your files, here are some next steps that might be helpful.** Double check your document for spelling and contact information. If your logo is blurry, you will need to upload a high-resolution logo file. Ask your printer and mailer to advise on postage and mailing options. (Options like Bulk Mail and Every Door Direct Mail require specific graphics and language.)

[DOWNLOAD TOP ISSUE MAILER](#)

[DOWNLOAD OOPS TAG](#)

[DOWNLOAD INFO CARD](#)



Info Card



Oops Tag



Top Issue Mailer



# ADDITIONAL RESOURCES FOR MESSAGING





THE RECYCLING PARTNERSHIP PRESENTS

# GRAB & GO SOCIAL MEDIA KIT

POSTS & POINTERS FOR YOUR PROGRAM

VOLUME 1

Q: What's made  
of glass and  
recyclable?



A: your bottles  
and jars



Celebrate Earth Day  
Today and Every Day





# RECYCLE RIGHT:

No bags in your cart!



THE RECYCLING  
PARTNERSHIP



recycle  
this bag  
for a better  
tomorrow

Please also consider making a  
difference by bringing a reusable bag.  
THIS BAG CONTAINS UP TO 15% RECYCLED MATERIAL  
**PLEASE REUSE OR RECYCLE AT  
YOUR LOCAL STOP & SHOP**



THE RECYCLING  
PARTNERSHIP

# RECYCLING ICONS



[← Back to Info Hub](#)

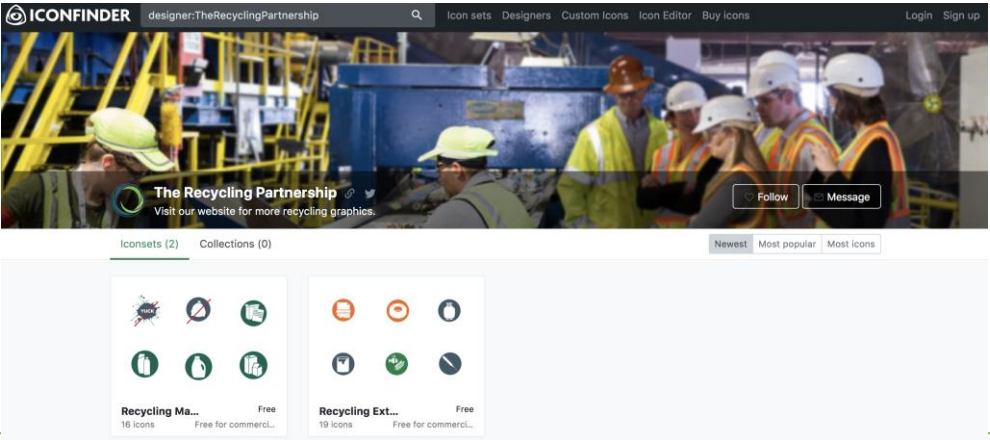
April 18th, 2017

## Download: Icons for Recycling Campaign




Designing your own campaign materials? Utilize our free visuals to represent what is and is not accepted in your community's recycling program!

[VIEW ICONS](#)






# RECYCLING ICONS


 **ICONFINDER**




designer:TheRecyclingPartnership





Icon sets   Designers   Custom Icons   Icon Editor   Buy icons

Login   Sign up






**The Recycling Partnership**  




Visit our website for more recycling graphics.

Iconsets (2)   Collections (0)




Newest   Most popular   Most icons








**Recycling Ma...**   Free

16 icons   Free for commerci...





**Recycling Ext...**   Free

19 icons   Free for commerci...

# ADDITIONAL RESOURCES AND RESEARCH



# Our solutions are backed by research and data

## CITY PROGRAM DATA: What Are Indicators Of Success?

### THE 2016 STATE OF CURBSIDE REPORT

REVISED JANUARY 31, 2017  
PREPARED BY THE RECYCLING PARTNERSHIP ©2016



### PROFILE OF THE HIGHEST-PERFORMING CITIES SURVEYED (OVER 400 LBS/HH/YR)



83%

COLLECT IN CARTS



93%

PROVIDE COLLECTION  
AUTOMATICALLY



96%

SINGLE-STREAM  
COLLECTION

WHEN THE LOCAL GOVERNMENTS  
ARE ENGAGED IN THE RECYCLING  
PROGRAM AND HAVE TRIGGERED  
AN "ACTION" TO INCENTIVIZE  
RECYCLING IS WHEN YOU SEE  
THE MOST SUCCESS.

100%  
PUBLIC ACTION





# MRFSHED REPORT

Residents should hear the same recycling message no matter where they live, work or play.

■ Communities that provide information online and their accepted materials list is the same as what their MRF accepts.

A MRFshed is defined as a group of communities that funnel material into the same MRF.



# MRF MATERIAL TRACKING FORM

## TRACK AND GRADE INBOUND LOADS

### Anti-Contamination Kit

#### MRF Tracking Form

This form is a tool to facilitate feedback on material quality and create that needed dialogue. Feedback on each load as a standard operating procedure will help isolate problem areas for better targeting, and track progress in fighting contamination.

Every MRF and community operates slightly differently. Thus, the form can be used in two ways:

1. As it is - MRF operator looks at inbound material at three times before the project begins, when it's under way, and after the project ends to assess results.
2. As a framework to build upon – incorporate these feedback elements into the material/reports the driver or community already receiving.

**MRF MATERIAL TRACKING FORM**

City: \_\_\_\_\_ Date: \_\_\_\_\_

Truck Number: \_\_\_\_\_ Hauler: \_\_\_\_\_

Route Number: \_\_\_\_\_ Container Number (if drop-off): \_\_\_\_\_

Container Material (if drop-off): \_\_\_\_\_  
(e.g. bottles/cans, cardboard, paper)

**QUALITY GRADE**  
(circle one)

**A** Quality is acceptable.  
**Less than 10%**  
of material is contaminated.

**B** Quality is poor.  
**10% to 20%**  
of material is contaminated.

**C** Quality is bad.  
**Over 20%**  
of material is contaminated.

Grade B or C?  
Check main contaminant:

☐ Recyclables in Bags ☐ Refuse in Bags ☐ Loose bags/film ☐ Scrap Metal

☐ Wood Waste ☐ Large bulky/heavy Items ☐ Hazardous Waste ☐ Tangles ☐ Textiles

Other: \_\_\_\_\_

MRF Signature: \_\_\_\_\_

Driver Signature: \_\_\_\_\_



# TRY THESE TOOLS, JOIN OUR NETWORK, and let's make recycling more & better!



## **TOOLS**

Online  
Library  
Starters  
BMPs



## **IDEAS**

Webinars  
Newsletters  
E-Books  
Forums



## **RESOURCES**

Grants  
Campaigns  
Tech  
Assistance



# Thank you!

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